



TIS TOURISM
INNOVATION
SUMMIT

6-8 OCTOBER 2026
SEVILLA - FIBES

 **RED**
IBEROAMERICANA
DE DESTINOS TURISTICOS INTELIGENTES

**THE NEW GENERATION
OF TRAVEL & HOTEL TECH**

WWW.TISGLOBALSUMMIT.COM #TIS2026

Sevilla
FeelingLAND

Andalucía

THE NEW GENERATION OF TRAVEL & HOTEL TECH FROM INNOVATION TO SCALABLE IMPACT

By 2026, artificial intelligence is no longer a differentiator – it is infrastructure. The real question is no longer who is testing AI, but who is scaling it profitably.

Travel and hospitality businesses are entering a new phase:

- Automation is embedded across operations
- Data is driving real-time decision-making
- Personalization is becoming predictive
- Sustainability is measurable, not declarative

The competitive edge now lies in execution: integrating AI, data, cloud, and automation into scalable business models that deliver margin, efficiency, and superior traveler experience. At the same time, the traveler has evolved. Expectations are instant, hyper-personalized, seamless across channels, and deeply experience-driven. Trust, transparency, and security are critical. Sustainability is not a trend – it is a demand. The industry must move beyond pilots and prototypes. 2026 is about industrializing innovation. At TIS – Tourism Innovation Summit 2026, we bring together the leaders who are building this next phase of travel:



- Scalable AI applications with measurable ROI
- New distribution and marketplace models
- Intelligent destinations powered by data

- Sustainable operations with real impact
- Cybersecurity and digital trust at scale
- Leadership for high-growth, tech-enabled organizations

Over three days, global executives, innovators, destinations, investors, and technology providers will connect to turn strategy into execution. The future of travel is not experimental anymore. It is operational, data-driven, and performance-focused.

TIS 2026 IS WHERE INTELLIGENCE MEETS SCALE.

TOURISM GROWTH THROUGH ENABLING TECHNOLOGIES

AI PURPOSE DIVERSITY AR/VR DATA
 AUTOMATION TRAVELLER EXPERIENCE
SMART DESTINATIONS
 DIGITAL & HOTEL TECH PLATFORMS
 PAYMENTS & PEOPLE
 CYBERSECURITY PLANET CX INNOVATION
 SUSTAINABILITY TECH BLOCKCHAIN PERSONALIZATION



65% of travelers worldwide are now comfortable using **AI-powered tools to plan their trips**, highlighting a growing trust in technology for travel personalization



Tourism is a multi-trillion dollar economic engine – a top employer and a core contributor to GDP globally and in Europe. **Tech investment in travel** is accelerating – not just in platforms, but in **AI, personalization and sustainability**.



The **global travel technology market** was valued at about **USD 11.3 billion in 2025** and is projected to **grow to ~USD 18.7 billion by 2034** (~ 5.7 % CAGR).



Spain's market, with ~€200 billion in tourism GDP and near 100 million international visitors, is both a strategic consumer and a growing travel tech innovation hub. Spain's total tech investment is expected to **hit around USD 2 billion in 2025** (~€1.7 billion), up ~**18 % year-on-year**.



Technology investment is one of the fastest-growing pockets within travel and tourism. The **AI in tourism market forecast to reach USD 13.9 billion by 2030**, with a CAGR of ~26.7 % from now.



Spain has allocated hundreds of millions of euros from the **Next Generation EU** recovery funds toward **digitalisation of tourism destinations & platforms** (~ €225 M+).



The **European Union** invests in digital technologies (~€180 million in related programmes) that support innovation ecosystems across sectors including tourism.


VISITOR'S PROFILE: TRAVEL AND TOURISM LEADERS ATTENDING




8,000+
TOURISM
& TRAVEL
PROFESSIONALS



400+
SPEAKERS



200+
INNOVATIVE
EXHIBITORS

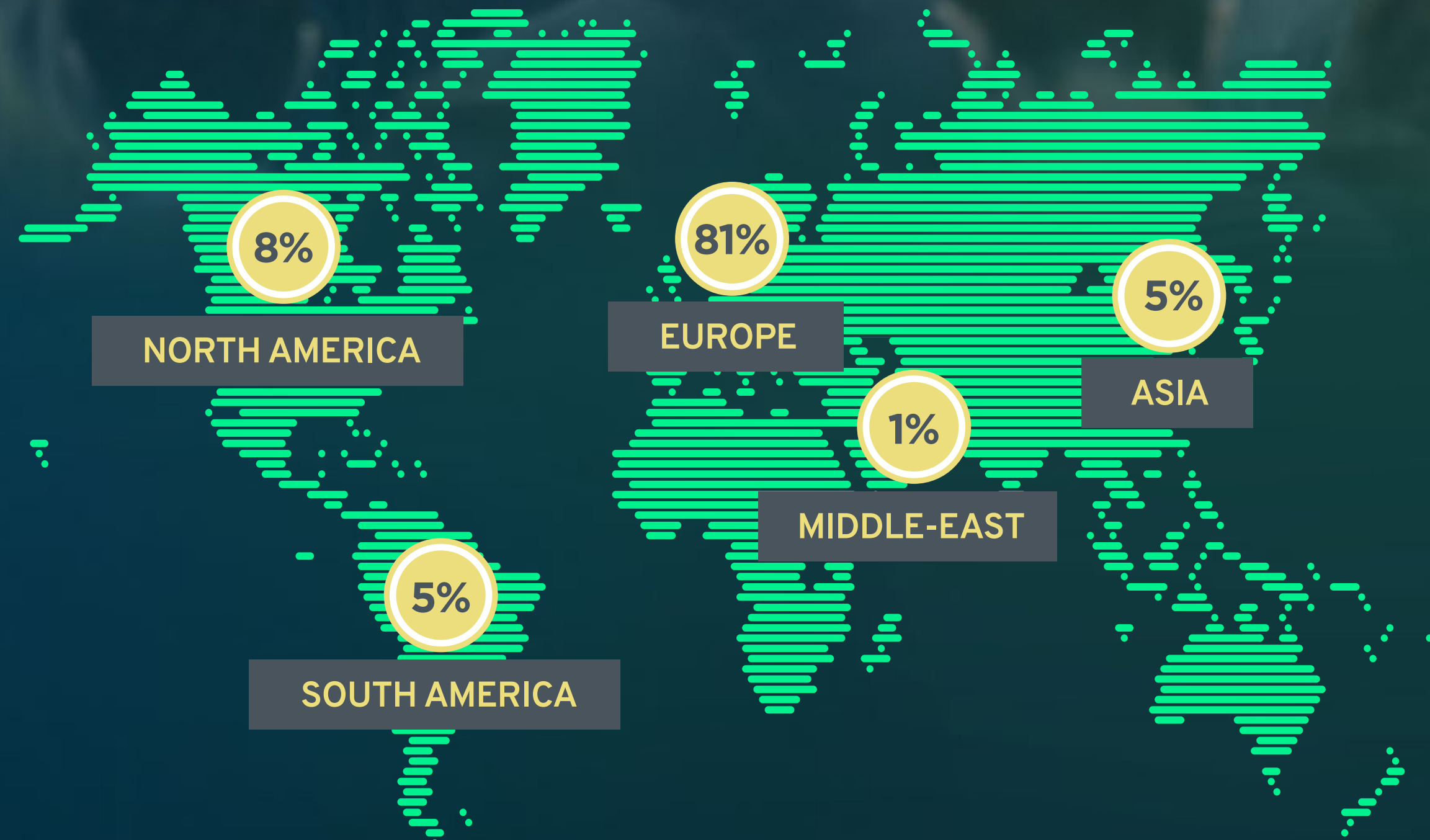


70+
MEDIA
PARTNERS



120+
NATIONAL
& INTERNATIONAL
ASSOCIATIONS

VISITOR'S ORIGIN



79% OF DECISION-MAKERS

LOOKING FOR A TRAVEL TECH PARTNER AND INNOVATIVE SOLUTIONS

SEGMENTS OF THE INDUSTRY

36% HOTELS & ACCOMMODATION

24% DESTINATIONS

15% TOUR OPERATORS & TRAVEL AGENCIES

10% TOURIST ATTRACTIONS & ACTIVITIES

5% TRANSPORTATION

6% MICE & DMC

4% OTHERS

VISITOR'S PROFESSIONAL PROFILE

30% DIRECTOR / HEAD OF DIVISION

29% C-LEVEL / PRESIDENT

22% MANAGER

16% DMO

3% OTHERS

AREA OF RESPONSIBILITY

46% GENERAL MANAGEMENT

14% CIO/IT

11% BUSINESS DEVELOPMENT

10% MARKETING/PR

9% SALES

8% OPERATIONS

2% OTHERS

COMPANY SIZE BY NUMBER OF EMPLOYEES

29% 1-10

23% 11-50

11% 51-100

12% 101-250

5% 251-500

5% 501 - 1,000

11% 1,001 - 10,000

4% > 10,000

INNOVATION & TECHNOLOGY FOR TRAVEL TECH & HOTEL TECH

TECH SOLUTIONS

- AI
- CLOUD
- BIG DATA
- BUSINESS INTELLIGENCE
- IOT
- MOBILE APPS
- CYBERSECURITY
- ROBOTICS
- BIOMETRICS
- DIGITAL TWINS
- BLOCKCHAIN
- 5G & CONNECTIVITY
- VR / AR

MANAGEMENT SOLUTIONS

- PMS
- CHANNEL MANAGER
- REVENUE MANAGEMENT
- PREDICTIVE ANALYTICS
- CRS
- ERP
- INTEGRATED SYSTEMS
- BOOKING SOFTWARE
- PAYMENT SOLUTIONS

MARTECH SOLUTIONS

- MARKETING AUTOMATION
- CHATGPT
- VOICE SEARCH
- DIGITAL ADVERTISING
- SOCIAL MEDIA
- E-COMMERCE
- CONTENT MANAGEMENT
- NEW PROMOTION CHANNELS
- SEO
- STRATEGY
- ONLINE REPUTATION

TECH FOR GOOD

- SUSTAINABILITY
- SDGS
- CUSTOMER JOURNEY
- TRAVEL EXPERIENCE
- CUSTOMER ENGAGEMENT
- DIVERSITY & INCLUSION

SHOWROOM + CONFERENCE

VERTICAL FORUMS

- HOSPITALITY & ACCOMMODATION
- DESTINATIONS & EXPERIENCES
- TRAVEL DISTRIBUTION & AGENCIES
- LEADERSHIP, INNOVATION & SCALE

STRATEGIES & INSPIRATION

- ### GLOBAL NETWORK ACTIVITIES

 - TOURISTECH STARTUP FEST 2026
 - TOURISM INNOVATION AWARDS 2026
 - LEADERSHIP LUNCH
 - WELCOME PARTY
 - BUSINESS MEETINGS
 - GUEST DESTINATION PARTNER 2026
 - ONE-TO-ONE MEETINGS
- ### C-SUITE AGENDAS

 - CEO'S SUMMIT
 - CIO'S & CTO'S AGENDA
 - DMO'S AGENDA
 - CMO'S & CSO'S SUMMIT
 - TALENT SUMMIT
 - INSTITUTIONAL LEADERSHIP AGENDA

TOURISM INNOVATION GLOBAL SUMMIT



	400+ SPEAKERS		4 IN DEPTH FORUMS		6 C-SUITE AGENDAS		5 AUDITORIUMS		180+ CONFERENCES
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TIS
HOT
TOPICS

- AI FOR TRAVEL**
- DATA FOR PROFITABILITY**
- PERSONALIZATION STRATEGIES**
- ACCELERATING INNOVATION IN TOURISM**
- TECH FOR GOOD INITIATIVES**
- INNOVATIVE TRAVEL EXPERIENCES**
- ADVANCING SUSTAINABLE TOURISM PRACTISES**
- IMPACT OF DIGITAL SOLUTIONS**
- NEW CHANNELS TO ATTRACT MORE TRAVELLERS**
- LEVERAGING INTELLIGENT DIGITAL SYSTEMS**
- GOVERNANCE**
- DATA-DRIVEN MARKETING STRATEGIES & CAMPAIGNS**
- PROTECTING DATA & GUEST TRUST**
- COST-OPTIMIZATION TECHNOLOGIES ON OPERATIONS**
- DIGITAL PAYMENTS**
- ENHACING CUSTOMER EXPERIENCE**
- COLLABORATIVE PLATFORMS**
- EVALUATING ROI AND LONG-TERM IMPACT**

LEADING VOICES AT TIS THROUGH THE YEARS



Boon Sian Chai Trip
 Managing Director and Vice President International Markets




Julie Gregoire
 Chief Customer Journey Officer, Cruise Division




Mireia Prieto
 Regional Director Western Europe




Helena Bursted
 Regional VP Development




Diego Alvarez
 Director of Development Iberia




Jean Baptiste Rousell
 CSR Project Director Europe and North Africa




Andrea D'Amico
 CEO





Gabriel Subías
 CEO




Pere Valles
 CEO




Gregory Sion
 CEO

Monica Emilio
 COO




Belén Juarez
 Head of Sustainability and Customer Experience




Alessandro Petazzi
 CEO




Zuriñe Eguizábal
 Senior Industry Manager Travel




Damien Corchia
 COO




Catharina Riess
 Director Media House




Jordi Ortega
 CIO




Dan Christian
 Host & Founder




David García
 CIO




Jordi Ortega
 Head of Digital Business


HIGH-LEVEL NETWORKING ACTIVITIES



LEADERSHIP SUMMIT



NETWORKING COCKTAILS



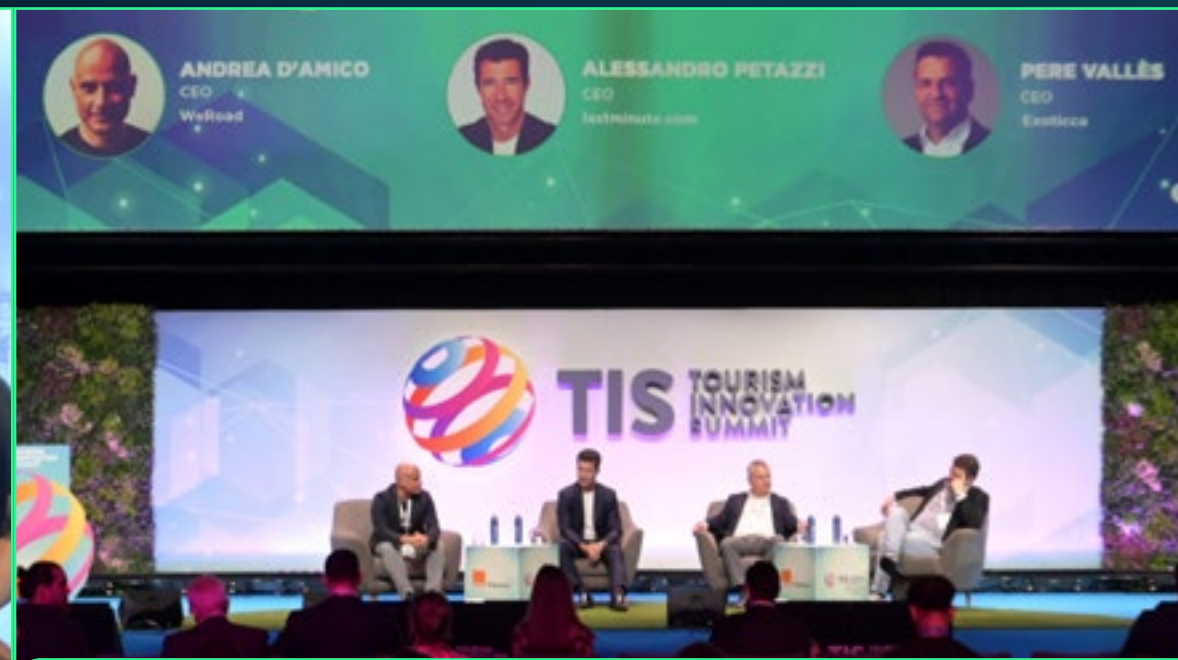
TOURISM INNOVATION AWARDS 2026



WELCOME PARTY & AFTERWORK



TECHNOLOGICAL TOURS



TRAVEL AGENCIES SUMMIT



AUTHORITIES RECEPTION



TOURISTECH STARTUP FEST



GUEST DESTINATION PARTNER 2026



HIGH LEVEL INSTITUTIONAL AGENDA



SATELLITE EVENTS



COFFEE & CONNECTIONS

SEVILLE, TOURISM INNOVATION WORLD CAPITAL

Seville is famous worldwide for its culture, monuments, traditions and artistic heritage. But it is also the neuralgic centre of the South of Spain, with great connections by plane and train. Seville is a very attractive city for any visitor travelling for business or leisure thanks to an endless possibilities and offer.

Nowadays, Seville is working on urban planning and digitalization plans as well as promoting sustainable tourism through ambitious projects such as a scheme that will measure the flow of tourists in the most visited areas of the city.

From 6-8 October 2026, Seville will congregate tech and tourism leaders and the most innovative and disruptive solutions for the travel and tourism industry. During three days, Seville will lead the discussion about the future and challenges of the tourism sector, helping the industry to boost its competitiveness.

Thanks to the discussions and meeting generated during TIS, Seville has turned into the Tourism Innovation World Capital with projects developed over the year in this amazing city and the region of Andalusia, as this industry has a significant impact economically and socially in Spain.

Sevilla
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THE HOME OF NEXT-GENERATION OF TRAVEL SOLUTIONS

Participate in the leading Tourism Innovation event and connect with your targeted audience. Become the tech leader on guiding tourism companies into their digital transformation to maximize growth. Do not miss this opportunity, see 10 reasons why you should take part in TIS:

- Showcase your solutions to a C-Level audience
- Drive the discussion
- Grow sales
- Demonstrate thought leadership
- Increase Brand awareness
- Most high quality networking and activities
- Find partners for your biggest challenges
- Build valuable relationships and become a provider of choice
- Increase media relations and broadcast impacts
- See how your competitors are innovating
- Access Active Buyers allocating real budgets to technology and performance solutions
- Accelerate Pipeline: Concentrated exposure to high-intent prospects
- Connect with Decision-Makers & C Level audience
- Enter a High-Growth Market: position your brand in Southern Europe's most dynamic tourism hub



PARTNER
SHOW YOUR LEADERSHIP IN THE SECTOR AND STAND OUT



EXHIBITOR
EXPAND YOUR SALES, BRAND AWARENESS AND NETWORK



STARTUP
BECOME THE NEXT SOLUTION TO STIR UP THE INDUSTRY

REQUEST A TAILORED PROPOSAL



NETWORK



KNOWLEDGE



BUSINESS OPPORTUNITIES



PERFORMING STUNNING EXHIBITIONS TO YOUR BUSINESS SUCCESS

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#TIS2026

AN EVENT OF:

NEBEXT
NEXT BUSINESS EXHIBITIONS

IN COLLABORATION WITH:

fibes
Sevilla
Palacio de
Congresos y
Exposiciones